



**Exhibit Days: November 3 – November 6, 2009**  
**Education Days: November 2 – November 5, 2009**  
**Las Vegas Convention Center**  
**Las Vegas, Nevada USA**

Listed below is pertinent and valuable information about the 2009 SEMA Show that all exhibitors need to know.

#### Booth Equipment & Amenities

The following is included with exhibit space rental:

1. Listing in the SEMA Show Directory.
2. Listing in the SEMA Show Pocket Guide.
3. One complimentary banquet ticket for each 100 square feet of paid exhibit space (maximum 10 tickets).
4. Listing in the International Buyers' Guide.
5. Online and on-site access to lists of international buyers through the International Buyer Locator.
6. One free New Product Showcase entry (if received by October 9) utilizing your exhibitor password.
7. ShowMatching Program
8. Exhibitor badges (# per 100 sq. ft.)
9. Registration Lead Inquiry Service (must rent Reader).
10. Manufacturers Rep matching service.
11. Attendance at International Marketplace.
12. 24-hour perimeter access control.
13. Drape:

**Linear Exhibits:** 8' high drape backdrop and 3' high drape side dividers.

**Peninsula Exhibits:** 8' high drape backdrop set back 5' from each aisle.

**Split Island Exhibits:** 8' high drape full back wall. Split Island exhibits may construct a full back wall.

**Island Exhibits:** No drape provided.

#### Booth Cleaning

Booth cleaning is not included in the exhibit space rental cost. Cleaning service is available from Freeman on request the last night of set-up at no charge.

#### Booth Vehicles

All vehicles must have both battery cables disconnected and taped, alarms disconnected, and fuel filler caps locked or sealed to prevent escape of vapors and to avoid tampering. Fuel tanks cannot be more than ¼ tank full or contain 5 gallons, whichever is less.

Vehicles may not be started or battery cables connected during Show hours. During non-Show hours, vehicles may not be started without Show Management approval.

There are no target times to move-in vehicles; vehicles can be moved during all move-in hours; Thursday, October 29 - Monday, November 2.

Display vehicles may occupy no more than 80% of the contracted exhibit space and must adhere to the line-of-sight rules. Vehicles must be set back 10 inches from the aisle.

#### Insurance

SEMA, ConvExx and the Las Vegas Convention Center do not provide any form of insurance to cover exhibitor activities. SEMA, ConvExx and their contractors assume no liability or responsibility for loss by any exhibitor from theft, fire, breakage or any other reason. The exhibitor agrees to carry appropriate insurance to cover these risks as well as coverage mandated by the Las Vegas Convention Center (below).

The Las Vegas Convention Center requires that exhibitors using full-time company employees to install and/or dismantle their own exhibit must carry a minimum of \$250,000 in liability insurance which names SEMA, ConvExx, Freeman and the Las Vegas Convention and Visitors Authority as additional insured.

Exhibitor must carry proof of said insurance coverage at all times during installation and dismantle. Show Management does not require insurance notification in advance of the Show. If exhibitor cannot show proof of the above mentioned insurance coverage when requested, exhibitor will be required to hire union labor for all aspects of the installation and dismantle of their exhibit.

It is also recommended that insurance be acquired covering the transportation of the booth display and booth display materials and / or equipment from the home base to the Show, at the Show, and the return.

#### Non-Exhibiting Companies – Alert

There are companies that will attend the Show, but not exhibit. The following guidelines must be adhered to by all non-exhibiting companies in attendance at the Show. Any non-exhibiting company not complying with the following rules should be immediately reported to Show Management.

1. Non-exhibiting suppliers may not approach buyers or exhibitors for the purpose of solicitation.
2. Non-exhibiting supplier merchandise, samples and catalogs are not permitted in the Show.
3. Showrooms, hospitality suites or special presentations cannot be hosted by non-exhibiting companies anywhere in Las Vegas.

A non-exhibiting company observed breaking any of the rules will be removed from the Show and may be prohibited from attending for the next five years or exhibiting for the next two years.

#### ADA Requirements

Traditional handicap devices are allowed on the exhibit floor (i.e., wheelchairs, walkers, 3-wheel scooters). No Segways or 2-wheel devices are allowed for transportation purposes around the convention center.